

## ORDER



**Orders**  
**Order / Rev:** 36925  
**Alt Order #:** 08837306  
**Product Desc:** NRCC / SCHEDULE 2  
**Estimate:** 2958  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 08/08/12 / 09/27/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** National Media Inc  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 11/29/08  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	12	\$40,150.00	\$34,127.50
10/01/12	10/04/12	33	\$36,200.00	\$30,770.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$40,150.00	\$34,127.50	0.00
October 2012	33	\$36,200.00	\$30,770.00	0.00
<b>Totals</b>	<b>45</b>	<b>\$76,350.00</b>	<b>\$64,897.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$76,350.00
Market	100%	\$254,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$63,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,725.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/28/12	09/28/12	8 News Now 5a M-F	CM	5-6a	----F--	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$800.00 0.00															
E 2	8	10/01/12	10/04/12	8 News Now 5a M-F	CM	5-6a	MTWT---	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 5a M-F										
				8 News Now 5a M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				4	\$800.00		0.00			
E 3	8	09/28/12	09/28/12	8 News Now 6a M-F	CM	6-7a ----F--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
				8 News Now 6a M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$900.00		0.00			
E 4	8	10/01/12	10/04/12	8 News Now 6a M-F	CM	6-7a MTWT---	:30	4	\$900.00	LV2	0.00	NM	4	\$3,600.00
				8 News Now 6a M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				4	\$900.00		0.00			
E 5	8	09/30/12	09/30/12	CBS News Sunday Morning	CM	CBS Sunday Morning-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
				CBS News Sunday Morning										
SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,500.00		0.00			
E 6	8	10/01/12	10/04/12	Live w/Kelly	CM	9-10a MTWT---	:30	2	\$750.00	LV2	0.00	NM	2	\$1,500.00
				Live With Regis & Kelly										
LIVE WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				2	\$750.00		0.00			
E 7	8	09/28/12	09/28/12	8 News Now Noon M-F	CM	12-1230p ----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
				8 News Now Noon M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$750.00		0.00			
E 8	8	10/01/12	10/04/12	8 News Now Noon M-F	CM	12-1230p MTWT---	:30	4	\$750.00	LV2	0.00	NM	4	\$3,000.00
				8 News Now Noon M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				4	\$750.00		0.00			
E 9	8	09/28/12	09/28/12	Ellen	CM	3-4p ----F--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
				Ellen										
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$900.00		0.00			
E 10	8	10/01/12	10/04/12	Ellen	CM	3-4p MTWT---	:30	4	\$900.00	LV2	0.00	NM	4	\$3,600.00
				Ellen										
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:														

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 Alt Order #: 08837306  
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC  
 Product Desc: NRCC / SCHEDULE 2  
 Estimate: 2958  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	09/28/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
E 13	8	10/01/12	10/04/12	8 News Now 5-630p M-F	CM	5-630p	MTWT---	:30	2	\$1,300.00	LV1	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					2	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	MTWTh-----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
2	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	MTWTh-----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
E 14	8	09/28/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	\$1,300.00	LV1	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		8 News Now 5-630p M-F		5-630p	-----F----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
E 15	8	10/01/12	10/04/12	8 News Now 5-630p M-F	CM	5-630p	MTWT---	:30	4	\$1,300.00	LV2	0.00	NM	4	\$5,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,300.00		0.00			
E 16	8	09/28/12	09/28/12	7-8p Rotator	CM	7-8p	----F--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,100.00		0.00			
E 17	8	10/01/12	10/04/12	7-8p Rotator	CM	7-8p	MTWT---	:30	6	\$1,100.00	LV2	0.00	NM	6	\$6,600.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					6	\$1,100.00		0.00			
E 18	8	09/28/12	09/28/12	730-8p Insider	CM	730-8P	----F--	:30	1	\$1,200.00	LV1	0.00	NM	3	\$31,650.00
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		730-8p Insider		730-8P	-----F----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
2	8	09/24/12-09/30/12		Fri 8-9p		8-9p	-----F----	:30		\$7,500.00		0.00	NM		
Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1															
3	8	09/24/12-09/30/12		Wed 10-11p		10-11p	--W-----	:30		\$15,000.00		0.00	NM		
Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1															
4	8	09/24/12-09/30/12		Sun 9-10p		9-10p	-----Su	:30		\$9,150.00		0.00	NM		
Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1															
E 19	8	10/01/12	10/04/12	730-8p Insider	CM	730-8P	MTWT---	:30	4	\$1,200.00	LV1	0.00	NM	0	\$0.00
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,200.00		0.00			

